

**Coordinated Advertising Instructions for Placement in
the Burlington Free Press and the Times Argus/Rutland Herald**
Effective January 28, 2008

Departments must e-mail advertising information to DHR-AdRequests@state.vt.us **no later than close of business on Tuesday**, for ads to run the following Sunday. If the job will be posted on the Department of Human Resources (DHR) website, please make sure that your personnel administrator has submitted the request to recruit to the DHR recruiter.

IMPORTANT: The DHR Job Specification will not be considered acceptable for use as advertisement copy.

Required Information

Indicate in your request whether you want to advertise in:

- both the Burlington Free Press and the Times-Argus/Rutland Herald
- only the Times-Argus/Rutland Herald

Draft the advertisement, using the formatting shown in the example at the end of this document. Each advertisement must include the following information:

- The exact job title
- Department name
- Job Requisition Number
- Geographic Location
- Full-time or part-time
- Position status (whether permanent, limited, interim, etc.)
- Application deadline
- Contact information (if you want this in the advertisement)

Writing the Advertisement

1. Every advertisement should include the following:
 - a lead sentence
 - a brief description of the job
 - who you are looking for

2. The lead sentence should be an active, strong sentence that will communicate, from the applicant's point of view, either how the employee will contribute or what they are likely to gain from taking the job. For example:
 - "Give a new shape and focus to an important program while helping to improve the lives of Vermont's more vulnerable citizens."
 - "Would you like to make a valuable contribution supporting and developing a statewide human resource/financial system?"
 3. The brief description of the job should be written in plain language that will let the potential applicant recognize what the job is about and its basic functions. Less is more so use only a few sentences.
 4. Answer the question: "Who are you looking for?" This might be an abbreviated statement of the minimum qualifications, preferred qualifications or specific skills desired. One sentence should do it.
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Sample Completed Advertisement Request with Correct Formatting

ELECTRICAL INSPECTOR
Department of Public Safety

Title: Verdana 12 point bold caps
Department: Verdana 12 point regular
upper and lower case

Lead Sentence: We have an exciting and challenging opportunity for a Code Inspection professional to join the Fire Safety Division in Springfield.

Description: You will inspect and approve all electrical installations in new or existing public buildings and at construction sites for compliance with rules adopted by the Electricians Licensing Board and the State Fire Prevention Code. **Who are you looking for:** You must have demonstrated master electrical inspection experience, advanced knowledge of the applicable state electrical codes and standards and excellent interpersonal and communication skills. For more information, contact Bruce Martin at 802-885-8883 or email bmartin@dps.state.vt.us. Reference job posting #24079. *Springfield – Full-Time. Application Deadline: 2/5/08*

Body Text: Verdana 12 point regular.

For questions regarding the State of Vermont Coordinated Ad Program, please e-mail DHR-AdRequests@state.vt.us or call the Recruitment Services staff at 1-800-640-1657.